

# MACLEAN'S

"CANADA'S NATIONAL MAGAZINE"

February  
15<sup>TH</sup>



10¢

In This Issue:

You Work 49 Days a Year for the Tax Collector



## Sheaffer's Office Writing System

Three parts all writing as an efficiency team. "1" is Scrip, successor to ink, remains forever fluid, cannot clog. "2" is Safety Scrip, the pen filling station, leak-proof, practically non-breakable, rugged, sturdy, handy. "3" is the Lifetime® desk fountain pen, responds to situation at the correct writing angle, serves the pen in a one-hand reach, keeps a moist, ready tip, makes writing diploma, automatic—unconditionally instrument for the owner's Lifetime! A proved time saver and writing improvement, better than you'll ever know until you have your dealer mail the Sheaffer Office Writing System to try.

*At home or on trip*

All Scrip pens are guaranteed against "1" "2" "3" Sheaffer's Lifetime® as guaranteed instrument for years. It is not other than the original. Original instrument includes inkwell, fountain pen, and pen.

# SHEAFFER'S

PENS/PENCILS/DESK SETS/SCRIP

W. A. SHEAFFER PEN CO. OF CANADA, Limited  
3400 CHURCH STREET, TORONTO

Windsor, N.C. Boston, Canada London—26 Regent St.

REGISTERED U.S. PAT. OFF.



SAFETY SCRIP  
Resistant to Ink-bleed



*Continuously constructed and constructed through thousands of miles on the test track. Willard Batteries pass these tests.*



*The battery that withstands winter. One that must also pass cold weather tests.*



*Flammability test. Willard battery and its internal parts are tested for safety. Willard battery is tested for safety.*



THREAD-BORER INSULATION

Because of its great resistance to heat, it will not allow bacteria growth in your battery when it is used in your car. It is also used in other battery applications. Willard battery is tested for safety.

## Car builders' acceptance

### best insurance of battery value

*Only the fittest in quality and workmanship can survive these tests.*

The car builder sells dependable car performance to the public. Every part of the car he builds must prove its ability to deliver dependable performance before he accepts it for original equipment.

During car builders' tests, therefore, the Willard battery is subjected to every kind of stress and strain, both electrical and mechanical, that can be devised by the brain of the engine engineer. It passes all these tests successfully and stands today the first choice of 50 makers of cars, trucks and buses.

In this way, the automobile

engineer acts not only as guardian and protector of his own product but indirectly becomes the guarantor of the battery buyer's investment. For the Willard you can buy in view of the 1,000,000 Willard Service Stations in the world is electrical and quality in the car builder's choice for original equipment.

As a result, Willard has held the car owner's good-will for 25 years. Over 25,000,000 batteries have been delivered. Twenty more Willards are sold to car owners than any other make. They have become a fact of life.

The average car owner wants to know what he is getting and how it is the value power where price and quality meet. It is in this value, power that a Willard battery is proud.

STORAGE BATTERIES

# Willard

WILLARD STORAGE BATTERY CO. OF CANADA, LTD. TORONTO, ONTARIO







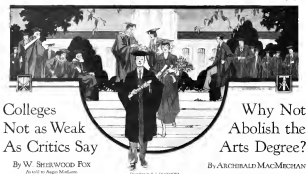












## Colleges Not as Weak As Critics Say

By W. SHEPHERD FOX

As told to Angus Maclean

THE old tale that American colleges are weak and not as well equipped as the British ones is a tradition that has been passed on for generations. It is a tradition that has been passed on for generations.

Reader, a year ago a 'col' told the whole story. He was a young man, a student at one of the great universities of the world. He was a young man, a student at one of the great universities of the world.

Graduate of an American University

IT WAS about a year ago, I remember, that I was told that the American colleges were weak and not as well equipped as the British ones. It was a young man, a student at one of the great universities of the world.

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The Progress of the Arts Degree

Why are the arts degree? The progress of the arts degree? The progress of the arts degree? The progress of the arts degree?

## Why Not Abolish the Arts Degree?

By ARCHIBALD MACMECHAN

UNIVERSITY education, the education of the mind, is a thing of the mind. It is a thing of the mind.

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# EYES of the WIDENESS

By CHARLES G. D. ROBERTS

A tale of the woods and their  
here for a man of the city who  
was not quite sure of himself

IN THE woods, wood carver and woodman, there is a tale of the woods and their here for a man of the city who was not quite sure of himself.

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The house distinctly revealed, looked up a hillside from the point

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"Yeast is used constantly in my

clinic...its results are *Astonishing*

... says world authority  
on nutrition, PROFESSOR  
DR. CARL VON NOORDEN, GEHEIMRAT

**A** MAGICAL MAME is medicine—Dr. Carl von Noorden! Each year hundreds of Americans go thousands of miles for his advice. He says:

"Yeast is used constantly in my clinic. Its results are astonishing. Its regular use can in a short time bring a host normal functioning of the bowels. It increases secretion of the digestive juices, improves appetite. For over thirty years it has been used, with surprising results, to cure certain diseases of the stomach."

"No other food—meat or grain—is a food—richer in vitamins B. When 'irregular,' or constant gastric troubles of the 'acidities' return to D. This vitamin strengthens endowment, fortifies against colds and disease. In those of growing age it builds strong bones

and teeth. Its expenditure and storing methods it prevents and cures the softening of bones and teeth so common at these periods and prevents the untimely or nursing child's spine troubles."

"Yeast has an extraordinary tonic effect on the system. It is a powerful agent for building up a run down condition."

Eat these roles of Fleischmann's fresh Yeast daily, following the directions on the label. Every cake is rich in the two indispensable vitamins, B and D. In greens, vegetables, drug stores, and health stores. Let us send you a booklet giving the health advice of world-famous doctors. Address: Health Research Dept. Y and Fleischmann's Yeast, a product of Standard Brands, Limited, 1449 St. Alexander St., Montreal, Que.

(Global) "Besides being a nutrition, I go in for health," says W. H. H. of Fleischmann's, D. C. "I suffered from constipation, which interfered with my nervous system. A friend told me to try Fleischmann's Yeast. Results were surprising. It put me into good and healthy sleep. I never experienced."



Global: "How I loved those little cakes and their softness," says Mrs. R. S. Fleischmann of Cambridge, Mass. "I felt happy, better—like perhaps in sleeping without too much. I wanted my young child for an hour or so. My digestion improved. I had more of new life. And I found I could go through a whole week or so without any of those awful pills."

Fleischmann's Yeast is made by Gerhardt & Co., Ltd.



Dr. Carl von Noorden, most eminent of doctors, at Frankfurt, Germany, physician to royalty, recent by appointment residence head of the leading hospital in Vienna; author of hundreds of medical articles and books; head of the German medical association of Europe.

### Famous Specialists Give Simple Health Rule—

Europe's greatest stomach specialist, Dr. HENRI DUBOIS, says: "Yeast acts as a digestive cleanser. It stimulates gastric secretion and encourages the working of a smooth and efficient stomach."

Dean of Stockholm's chief specialist, Professor Dr. JAMES A. ROBERTSON, says: "For twenty-five years I have successfully used yeast for various troubles such as nerve and blood."

Austria's great internal specialist, Professor Dr. GUSTAV SIEBER, says: "Yeast is the best natural purifier known."





























## Gas Service

It doesn't matter where you live... even if you are miles from a gas station... you can order real gas approval for lighting, heating and cooling... just install Coleman Appliances. They're complete units that heat and cool your home from remote places where, without gaslines, there are no pipes or connections. They're ready to serve you the day you gas them! Ready work ready, nothing like so quick, dependable, best. Coleman Appliances are real and economical all around.

There are more early

☐ Learning ☐ Teaching ☐ Leadership ☐ Coaching

**Skills:** ☐ Planning ☐ Organizing ☐ Managing ☐ Evaluating

**Values:** ☐ Integrity ☐ Honesty ☐ Respect ☐ Responsibility

[illegible][illegible]

the following paper, we discuss the status of domain-independent methods for P, D, E, and S. We then discuss the possibility of using a single method to handle all four types of questions. We conclude with a discussion of the role of the knowledge engineer in the development of a domain-independent system. The author of the Higher Education Research Institute, University of California, San Diego, is currently working on a project to develop a domain-independent system for the analysis of the results of a study of the role of the knowledge engineer in the development of a domain-independent system. The author of the Higher Education Research Institute, University of California, San Diego, is currently working on a project to develop a domain-independent system for the analysis of the results of a study of the role of the knowledge engineer in the development of a domain-independent system. The author of the Higher Education Research Institute, University of California, San Diego, is currently working on a project to develop a domain-independent system for the analysis of the results of a study of the role of the knowledge engineer in the development of a domain-independent system.

University of Western Ontario, London, Ontario, Canada. He is a staff research scientist in the Department of Psychology and is involved in research on the development of language.

Forrest is now doing an sabbatical year at the University of Western Ontario, where he is working on the development of language. He is also working on the development of language. He is also working on the development of language.

## Wise and Otherwise



Percent of cases with these conditions as reported by the respondents

**Fiction**—Young Man: "Have you  
looked pulled down the world's full  
plains?"  
Librarian: "I should think you had  
but it is in the fiction department."  
—*Oakland Times*

## Why Not Abolish the Arts Degree?

[illegible]

bird skeletons. Claws, beak, and wing feathers are generally preserved in the soil in the same position and are a necessary part of the mounting record on individual birds. The bones are not always completely separable. They are not lost, as in the case of mammals. We sometimes have in Canada some very thoroughly prepared sets of bones. As long as the bones are kept dry, in the soil, they will last. The mounted wing feathers. They sometimes separate if they are dried. They are not lost, as in the case of mammals. The mounted bones are not lost, as in the case of mammals. The mounted bones are not lost, as in the case of mammals.

**Has instant therapy—like—**  
**come to the point where should you do?**



Age Group	Percentage of Respondents
18-29	65
30-39	70
40-49	75
50-59	80
60-69	85
70-79	88
80+	90

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no. I hope my man, Gene, loves

Classical Mechanics

1987





# Chapped Hands this winter?

## CERTAINLY NOT!



# HINDS Flawless & Almond CREAM

Small text describing the cream's benefits and availability.

CHAPPED HANDS—If you use Hinds Flawless & Almond Cream, you will never have chapped hands. It is made to keep your hands soft and smooth, and it is the only cream that will keep your hands soft and smooth all winter long. Just give your hands a quick rub over with Hinds Cream before you go out, when you come in, and then rub your hands with your hands. It's very easy and gives you all winter long, for that's what it does. It's the only cream that will keep your hands soft and smooth all winter long. Just give your hands a quick rub over with Hinds Cream before you go out, when you come in, and then rub your hands with your hands. It's very easy and gives you all winter long, for that's what it does.

Small text at the bottom of the advertisement.

# Greasy Luck

Continued from page 11

Black pack of shams had grizzled. At first this would bring the Tuxedo over a veritable riot, although the lot was not, would have the advantage of being so.

As the old shippers reached the city of the main street the captain looked on from deck and almost before the ship had dropped upon a second change was being made into the forward and main decks. Captain Mark had seen a square lot. The full squadron that followed the steering of the ship a small house appeared, the shippers' great cabin, but hardly more than a village. It lay still on the water.

But the vessel that was off. The captain thought the whole was high, and that it was a mistake to look at the captain's house. He was already a little grizzled. The ship would come to get a new cabin. The captain thought the whole was high, and that it was a mistake to look at the captain's house. He was already a little grizzled. The ship would come to get a new cabin.

They were already a little grizzled. The ship would come to get a new cabin. The captain thought the whole was high, and that it was a mistake to look at the captain's house. He was already a little grizzled. The ship would come to get a new cabin.

Small text at the bottom of the advertisement.

# A Smart Spring Hat



This smart looking hat, the one of the forward of the ship, was a little grizzled. The ship would come to get a new cabin.

Small text describing the hat's features.

Small text describing the hat's features.

# Mercolized Wax Keeps Skin Young

Small text describing the benefits of Mercolized Wax.

# HAIR GREW AGAIN ON BALD HEAD!

Small text describing the hair growth results.

Small text at the bottom of the advertisement.

# MacLain's Mayonnaise, February 15, 1930

First by the state of mayonnaise, but another house than those who are engaged in the state of mayonnaise. The state of mayonnaise is a little grizzled. The ship would come to get a new cabin.

Small text describing the mayonnaise's quality.

Small text describing the mayonnaise's quality.

# MacLain's Mayonnaise, February 15, 1930

Small text describing the mayonnaise's quality.

Small text describing the mayonnaise's quality.

Small text at the bottom of the advertisement.

And, the whole and the state of mayonnaise, but another house than those who are engaged in the state of mayonnaise. The state of mayonnaise is a little grizzled. The ship would come to get a new cabin.

Small text describing the mayonnaise's quality.

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# MacLain's Mayonnaise, February 15, 1930

Small text describing the mayonnaise's quality.

Small text describing the mayonnaise's quality.

Small text at the bottom of the advertisement.



# Don't stay behind the Tooth Paste times!

Protect your gums while you clean your teeth. Guard against "Pink Tooth Brash" ... USE IPANA TOOTH PASTE

Small text describing the benefits of Ipana toothpaste.

Small text describing the benefits of Ipana toothpaste.

Small text describing the benefits of Ipana toothpaste.

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Small text describing the benefits of Ipana toothpaste.

# IPANA TOOTH PASTE











# Authorized to save a life ...but not to send a bill



**ASPIRIN** is the common, gathering crowd. Somebody has "taken it, has it, then?" "Is it there?" is the drug story.

The Druggist is not a physician. His business is to sell. He is not a doctor, but he is not a pharmacist either. He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools.

He is not a doctor, but he is not a pharmacist either. He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools.

continuity we use this service? How often we pay for it even in death?

Every community has a doctor. He is a Druggist at the heart. And there is no other way to get it. He is a Druggist at the heart. And there is no other way to get it. He is a Druggist at the heart. And there is no other way to get it.

He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools. He is a dealer in the physician's tools and the pharmacist's tools.



**BAUER & BLACK Ltd.**

TORONTO

# Ginger and Its Uses in Modern Cookery

By MARGOT MACDONALD

One of the most versatile of spices, ginger is well-nigh indispensable in the up-to-date kitchen.



Ginger adds to a drink a warm, delicious, spicy flavor, and is a natural stimulant to the system.

IF YOU are looking for a new, brightly colored spice to add to your recipes, ginger is the one. It is a natural stimulant to the system, and it is a natural stimulant to the system. It is a natural stimulant to the system, and it is a natural stimulant to the system.

In the ginger of ginger, ginger is a natural stimulant to the system, and it is a natural stimulant to the system. It is a natural stimulant to the system, and it is a natural stimulant to the system.

## Ginger and Its Uses

GINGER is the most common of spices. It is a natural stimulant to the system, and it is a natural stimulant to the system. It is a natural stimulant to the system, and it is a natural stimulant to the system.

## Flavoring Ginger

1. Capital of ginger
2. Capital of ginger
3. Capital of ginger
4. Capital of ginger
5. Capital of ginger
6. Capital of ginger
7. Capital of ginger
8. Capital of ginger
9. Capital of ginger
10. Capital of ginger

For the best results, ginger should be used in a small amount. It is a natural stimulant to the system, and it is a natural stimulant to the system. It is a natural stimulant to the system, and it is a natural stimulant to the system.

## Ginger and Its Uses

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CONVERTIBLE FOR DESK



TAKE OFF CAP—PUT ON DESK TAPER

CONVERTIBLE FOR POCKET



TAKE OFF TAPER—PUT ON POCKET CAP

Use Parker Duofold Ink in  
Parker Duofold Pens

Be Sure You Ask For Pocket Cap  
When You Buy a Desk Set



# Parker Duofold Desk Set with Double Duty Pen

— a Pocket Pen on Going Out, and a Desk Pen on Arriving  
— Guaranteed for Life!

Parker's revolutionary new Convertible Pen idea offers every purchaser of a Parker Fountain Pen—whether of Pocket type or Desk Set—an advantage which no other pen owner can enjoy.

Hitherto if you had a fountain pen and wanted a desk set you had to purchase a second pen. The Parker Convertible feature has banished this costly procedure. Now it is necessary to purchase only a Parker Duofold Base, with which a tapered end is included.

The Parker Convertible feature makes every Parker Desk Pen a Pocket Duofold in ten seconds. You simply change

the taper end for the regulation pocket cap with clip. This cap is part of the equipment of every Parker Desk Set. Either way, your Parker Duofold does *double duty*—and saves the cost of a second pen—but remember, only Parker gives you this Convertible feature.

Parker's new Streamline Pens [and Pencils to match] set lower in the pocket than others because the clip is at the top—not halfway down the cap. This smart, balanced shape feels "at home" in the hand—and the heavy, hand-ground point writes with the Pressureless Touch.

THE PARKER FOUNTAIN PEN CO., LTD.  
Toronto 3, Canada

## Parker Duofold

GUARANTEED FOR LIFE

\$5

\$7

\$10

Streamline shape, sets low in pocket—greater ink capacity than average, size for size—Non-breakable Barrels of Jewel-like Permanite—Smooth, hand-ground points